

## 5.4 Baby Boom Transforms Society



# 1960's Counterculture

- To many people their manners were considered rude and their music too loud
- Adults often worried about the attitude of a generation that didn't seem to follow rules, or care much about people other than themselves
- None of us were alive in the 1960's but some images that come to mind:

Арт. Лебедев

Студия Артемия Лебедева®

# The Beatles





# Hippies





# Drugs



**DRUGS  
ARE  
BAD ...  
MMM KAY?**



# Vietnam War







LIFE

Sit Ins





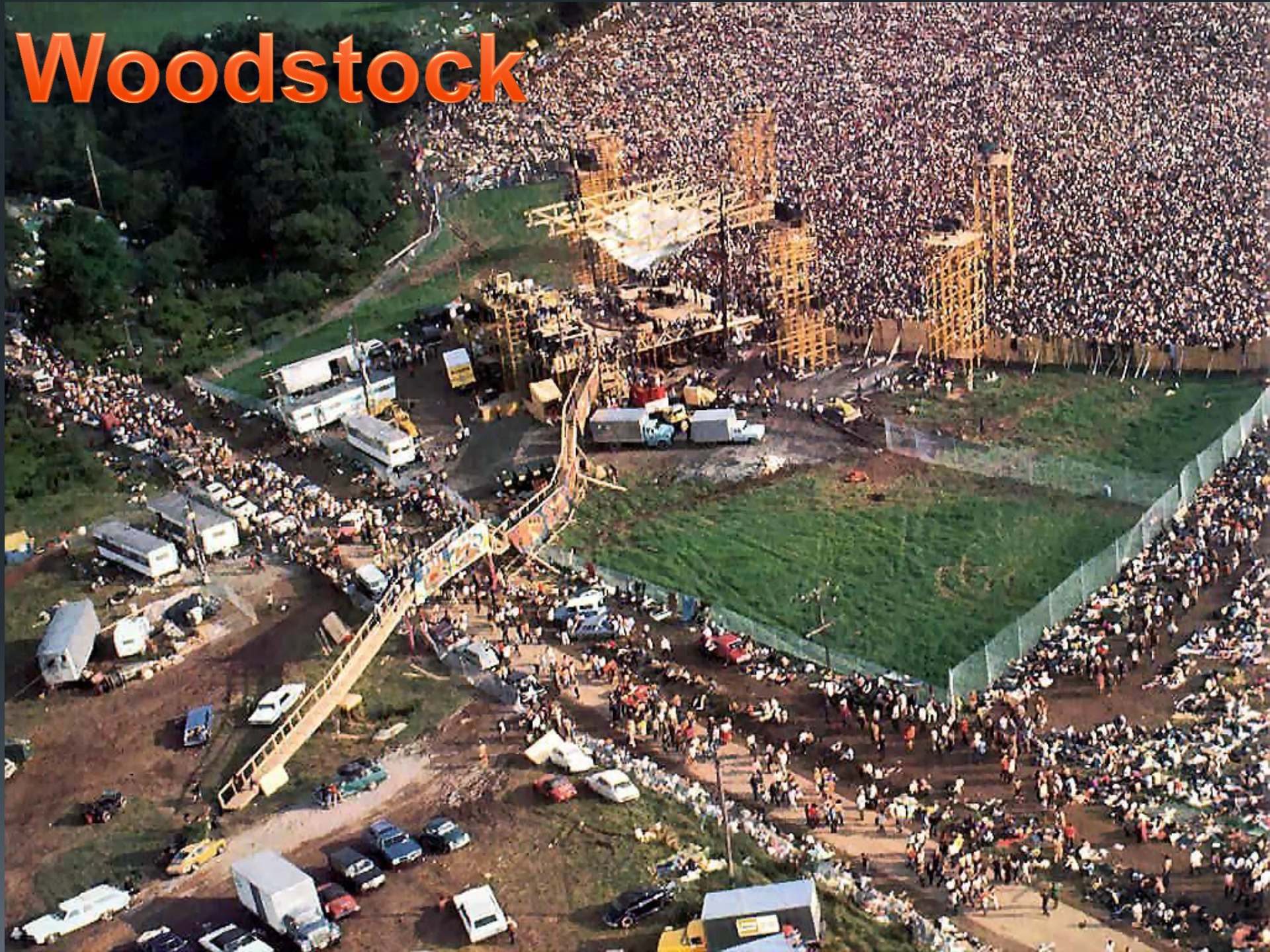
# 1960's Counterculture



- Half of the population of Canada were not legally adults and they were strongly influenced by the television and music industry
- Most notable:



# Woodstock





# 1960's Counterculture



- Much of the music of this era focused on protest and rebellion against authority in general
- Freer attitudes towards sex and drugs were also important themes

# The Sexual Revolution

- Canadians were influenced by the growing emphasis on personal and sexual freedom that was an important part of the baby boom.
- Technology played an important role in the sexual revolution through the development of:





# The Sexual Revolution

- Birth Control was part of the reason for the collapse of the baby boom
- The next generation called the Echo boom, wouldn't appear until about the 1980's when the baby boomers would begin to have their own families